

The Board of Editors of the new **DATA PROCESSING BOOK SERVICE**

extends to you all privileges of

Charter Membership

... and invites you to accept, as your first

selection for only **\$2⁹⁸** (regular price, \$16.00)

COMPUTER AND DATA PROCESSING DICTIONARY AND GUIDE

*... an illustrated guide to the language, hardware,
software and programming of automatic data processing
systems for business, science, and engineering*

NOTE: The price of this first selection is your only financial obligation of membership

Dear Sir:

To help you get the best possible results from the automatic data processing equipment in your company, I am prompted to offer you—at the token price of only \$2.98—a book which may well be the hardest-working assistant you could ever hire.

The new **COMPUTER AND DATA PROCESSING DICTIONARY AND GUIDE** has been prepared by Jack Horn, a top consultant to industry on planning and installation of ADP systems. It is crammed full of information you and your associates will be using almost daily—all of it invaluable for training new people, planning new applications, and improving the performance of your equipment. Here's just an idea of what it contains:

- 1) This book is a complete guide to the idiom of ADP, which defines well over 3,000 terms ranging from Absolute Coding to Zone Punch—and is cross-referenced to related terms in three different ways.
- 2) It brings together in one source all the common machine codings and symbols, gleaned from scores of glossaries, trade journals and manufacturers' equipment manuals. No more searching around in scattered sources for these codes and symbols!
- 3) It explains Cobol—Common Business Oriented Computer Language—which serves as a bridge between business English and the language of the computer. Further, it shows how Cobol is translated into machine language; and includes both a glossary of key words in Cobol and the complete Cobol set of characters.
- 4) It describes PL/I—a programming language, developed by IBM, that accomodates both business and scientific applications of computers, as well as real time systems.

- 5) It lays down eleven cardinal rules of flow charting any kind of data processing application—showing the symbols to use, and even including a typical operational flow chart to serve as a model.

A Reference Work Without Peer... An Assistant that
Works for You Five Days a Week

Once this DICTIONARY AND GUIDE joins your staff, you can expect to get better performance from your equipment, and take full advantage of its capabilities. You'll find it easier to design and set up new applications, and deal promptly with the inevitable "bugs" that crop up. At the same time, you'll be in a better position to evaluate manufacturers' claims for their equipment, and understand the instructions in their manuals.

Furthermore, the book is a splendid training aid. Actually, it is a first-rate "course" in the language, the equipment, and the capabilities of automatic data processing which every new person you hire should, as a matter of policy, be required to study.

Apart from everything else, the DICTIONARY AND GUIDE also serves you as a master directory of the data processing industry. In fact, it contains three different directories—a) companies that manufacture computers, b) data processing centers in major cities, and c) active associations of computer users. All of these listings represent sources of help you can turn to when difficult problems arise.

You can therefore see why this book is so highly regarded—so heavily relied upon—by ADP engineers, systems analysts, programmers and other specialists. Probably no other one book has carved out such an important niche for itself in the industry.

At a bookstore, a copy of COMPUTER AND DATA PROCESSING DICTIONARY AND GUIDE would cost you a full \$16.00, the price which hundreds of ADP men have gladly paid for it. Even so, you may now own it for only \$2.98, as a tangible demonstration of the benefits of joining the new DATA PROCESSING BOOK SERVICE.

Let me say right now that this \$2.98 is your only financial commitment as a Charter Member of this new, planned reading program for ADP systems specialists. It is the only expenditure you need ever make to keep your membership in good standing.

Yet, even though you are not tied down to any fixed expense, you will be kept regularly informed from month to month about new books of genuine importance to you. The Service will offer you, at very generous savings, books of genuine merit on all phases of ADP, written by the most knowledgeable men in the industry.

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outstanding professional library of books that range the gamut of the industry, including:

Computer Programming	Punched Card Systems
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Your membership is therefore an ideal way to keep in touch with the onrushing advances in ADP equipment, systems, and applications. In an industry where this year's novelty is next year's anachronism, there is no better way to keep on top of the changing technology.

Through the selections you choose to accept, you will be able to develop more productive ways of using the automatic equipment which you own or rent. You will see how other companies are putting ADP to work on tough problems of product design, materials testing, production, marketing, and a host of other applications in business, science, and engineering.

Further, you will be able to plan and supervise the conversion to automated systems—always a formidable task—with a minimum of trouble and expense. And you will shorten the time it takes to train new people in the operation and maintenance of your equipment.

Monthly selections also serve you well by amplifying the information about ADP published in your trade journals—presenting it in much greater depth, with more charts and diagrams, and in permanent reference form.

Keeping in mind that many selections of this new Book Service are books you would probably buy anyway, it makes good sense to obtain them through this program. You will save at least 15%, often as much as 30%, on every book you accept.

Immediately upon joining as a Charter Member, you will be sent our first selection—"Computer and Data Processing Dictionary and Guide"—for only \$2.98, a clear saving of \$13 on its regular list price!

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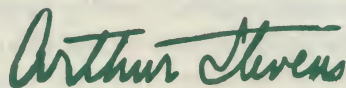
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The enclosed membership card already carries your name. Just sign and return it today to make your membership effective at once...and to receive, by return mail, the first selection priced at just \$2.98.

I am sure that your membership will prove to be a most stimulating and rewarding experience. Thank you for your attention.

Sincerely yours,

A handwritten signature in dark ink, reading "Arthur Stevens". The signature is fluid and cursive, with the first name "Arthur" and last name "Stevens" clearly legible.

Arthur Stevens
Membership Director

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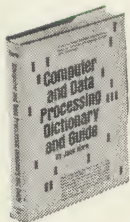
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COMPUTER AND DATA PROCESSING DICTIONARY AND GUIDE, an illustrated guide to the language, hardware, software and programming of automatic data processing systems for business, science and engineering.

"COMPUTER AND DATA PROCESSING DICTIONARY AND GUIDE"



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(regular price, \$16.00)

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